

Lesson Classification: UNCLASSIFIED

Lesson ID: 32155-30085

Title: LINGUIST SUPPORT FOR PSYOPS

Operation/Exercise Name: UNITED SHIELD

Observed: 20 Mar 1995

Originator: JPOTF

POC: LTC ST. JOHN

Commercial:

DSN:

5. (U) OBSERVATION:

Somali linguists were contracted prior to the development of pre-pack products.

6. (U) DISCUSSION:

Native linguists were contracted almost two months prior to deployment to help develop and translate psyop products. The long term relationship established between the native linguists and the product development personnel significantly improved the quality of psyop print and broadcast products.

7. (U) LESSON LEARNED:

Early integration of non-psyop linguists into product development operations increases the effectiveness of psyop campaign development and the quality of product development.

8. (U) RECOMMENDED ACTION:

When linguists are not available within psyop assets, integrate other military or civilian contract linguists at the earliest possible opportunity (e.g. when JCS warning order is released).

9. (U) COMMENTS:

None.

* * * * *